

## Registration form

Name \_\_\_\_\_

Farm/Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

### We'd like to know more about you in order to prepare for the course!

Have you ever grown apples before?

\_\_\_\_\_

Do you already operate a farm? If so, what do you produce?

\_\_\_\_\_

Do you have access to land for your orchard business?

\_\_\_\_\_

What are your apple marketing interests?

Farmers' markets  Farmstand/store

Wholesale  Processing

CSA  Pick-your-own

Other \_\_\_\_\_

Dietary preference for lunches:

Vegetarian\_\_\_\_ Vegan\_\_\_\_ None\_\_\_\_

\_\_\_\_\_

## Beginning Grower Schools at CIAS

The Center for Integrated Agricultural Systems has a long history of popular and innovative educational programming designed to help the next generation of sustainable growers, including:

*WI School for Beginning Dairy and Livestock Farmers, since 1995*

*WI School for Beginning Market Growers, since 1998*

*WI Cut Flower Growers School, since 2006*

For more information, see [www.cias.wisc.edu](http://www.cias.wisc.edu)

### Location

The school will be held at the University of Wisconsin-Madison campus. Directions and parking information will be sent after you enroll.

### Meals and lodging

Lunches and snacks are provided. Lodging arrangements must be made on your own. A block of rooms has been reserved at the Lowell Center, a campus lodging facility one block from the the classroom. Phone: (866) 301-1753.

Other options near campus include:

Doubletree, (608) 251-5511

Best Western, (608) 233-8778

Madison Youth Hostel, (608) 441-0144

Check the internet for other options.

### Application deadline

Please enroll before January 22.

### Is this workshop right for you?

This course is intended for people who are serious about starting an orchard business in the midwest. To learn more about the school contact John Hendrickson at the Center for Integrated Agricultural Systems, UW-Madison, 608-265-3704 or [jhendric@wisc.edu](mailto:jhendric@wisc.edu)

The 2010

## Midwest School for Beginning Apple Growers

**Emphasizing sustainable and organic production methods and marketing**



### Helping you get started as an apple orchardist and marketer

✎ This intensive three-day school demonstrates what it takes to set up and run a successful orchard business. Topics include:

*business planning  
orchard establishment  
pest management  
facilities and equipment  
post-harvest handling and marketing  
and more!*

### Sponsors:

**Center for Integrated Agricultural Systems University of Wisconsin-Madison**

**North Central Risk Management Education Center**



**You bring your interests and hopes for your own orchard business.**

**We expose you to what you need to know and plan for as you plant trees and grow.**

**What do we offer?**

- ☞ A unique program that combines knowledge from experienced growers and UW faculty
- ☞ Opportunities to understand basic concepts in apple production and what it takes to organize and succeed in this type of business
- ☞ Extended time with experienced growers, each offering unique perspectives, invaluable tips and practical know-how
- ☞ A chance to network and learn from fellow orchardists, farmers and entrepreneurs

Our intensive, three-day course gives you a realistic picture of what it takes to run a successful orchard operation—including capital, management, labor and other resources. Topics include soil fertility, pest management, business planning, risk management, recordkeeping, marketing and economics.

**Days and Times**

**February 5, 6, 7, 2010**

**9:00 a.m. to 4:30 p.m. Friday**

**8:00 a.m. to 4:30 p.m. Saturday**

**8:00 a.m. to 4:00 p.m. Sunday**

**2010 instructors**

Sharing their expertise and enthusiasm as featured speakers are Bob Barthel and Nino Ridgway, Barthel Fruit Farm, Harry and Jackie Hoch, Hoch Orchard and Gardens, and Matt Stasiak of the Peninsular Agricultural Research Station, Sturgeon Bay. Their marketing strategies include farm stores, farmers' markets, wholesale, retail stores and value-added processing. Each will bring a unique perspective as well as their favorite tools and resources for our popular show-and-tell tables. These growers will also bring real-life pest data for hands-on activities enabling participants to understand different management strategies.



These growers will be joined by University of Wisconsin fruit specialists Dan Mahr and Patricia McManus. Together, this team represents some of the premiere experts in the region for teaching and using IPM and organic orchard management. Additional speakers will help cover topics such as business planning, risk management and more!

**School Sponsors**

The Midwest School for Beginning Apple Growers is sponsored by the Center for Integrated Agricultural Systems, College of Agricultural and Life Sciences, University of Wisconsin-Madison, with funding from the North Central Risk Management Education Center.

**Registration Form  
(please complete other side)**

**Midwest School for Beginning Apple Growers**

February 5, 6, 7, 2010 in Madison, WI

— **Individual Fee:** \$300

— **Partner/spouse:** Add \$150

**Make checks payable to the University of Wisconsin**

**Sorry, we cannot take credit cards**

**Payment must be received prior to the course**

Send registration form and payment to:

Center for Integrated Agricultural Systems  
Attn: Apple Grower School  
University of Wisconsin-Madison  
1535 Observatory Drive  
Madison, WI 53706

Registration questions? Call:  
(608) 262-5200



**NORTH CENTRAL  
RISK MANAGEMENT  
EDUCATION CENTER**



**(over, please)**